

## MOVING VIRTUAL ADVERTISING

### Abstract

The invention concerns a method and system for generating a stream of video images such as, at the reception, in each current video image, a preregistered picture can be superimposed to a predetermined area of a moving object (C), comprising: providing a first set of views of said picture for various orientations thereof, and associating with each oriented view an identifying parameter; estimating in each video image the location, orientation and size of said area of said object; selecting the identifying parameter of the oriented view having the same orientation as said area in the current image; and transmitting with each current image the selected identifying parameter along with information on the location and size of said area.